

Trinchero Redesigns Label

Trinchero Winery Rolls out Updated Version of “Family” Tier Packaging

For Immediate Release

St. Helena, CA. – February 23, 2005 – Trinchero Winery of St. Helena, California has just completed a redesign of their “Family” tier packaging and will begin shipping wine under the new label in March of 2005. The new design was developed by the Auston Design Group in Napa, California.

The “Family” tier of wines features fruit from the Trinchero’s estate vineyards in Napa (200 acres), Lake County (200 acres) and Santa Barbara (525 acres). They produce five varieties (Sauvignon Blanc, Chardonnay, Pinot Noir, Merlot and Cabernet) with a suggested retail price of \$11 per bottle.

“Our goal was to update the overall look of the Trinchero ‘Family’ label while retaining key graphic elements from the previous package,” said Lesley Larson, Senior Director of Marketing for Trinchero. “The new package is fresh and clean with clearer messaging than its predecessor.”

New Features

- **Bolder branding** of the Trinchero name along with emphasis on the word “Family” at a time when family-owned wineries are becoming rare due to consolidation by large corporations.
- The **vintage** becomes a design element - “retro” feel reinforces the traditional look of the label.
- Whenever possible, the wines will carry a **single appellation** designation, simplifying wine list placements and providing a quality cue. This will vary by varietal and vintage. When a single appellation can not be used, the label will still list the appellations and percentages..
- The new label displays the year (1948) the Trinchero family moved to California and began winemaking in Napa Valley.
- The wines are **varietally designated** by a color key on the label, capsule and shipper. This color brightens the label and makes it easier to distinguish between wines.
- The shipper has been redesigned to carry a strong message for in-store promotion. It reads: *“Three generations of family winemaking in the Napa Valley”*.

About Trinchero Winery

Trinchero Winery was founded by the Trinchero family of Napa Valley to showcase their extensive vineyard holdings throughout the cool-climate, maritime-influenced appellations of California. The “Trinchero Napa Reserve” tier offers serious, small production, site-specific, luxury-class bottlings from 200 acres of estate vineyards in Calistoga, St. Helena, Rutherford and southern Napa. The “Trinchero Family” tier represents some of the best values on the market today. It includes five varieties (Sauvignon Blanc, Chardonnay, Pinot Noir, Merlot and Cabernet) utilizing grapes from the family’s estate vineyards in Lake County (200 acres), Santa Barbara (525 acres) and Napa Valley (200 acres).

##